

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports Summary of 1st Quarter 2009

35,120 Leads Received from 2009 Media Purchases
12,933 Leads Received from 2008 Media Purchases
7,937 Free Leads Received
1st Quarter Cost Per Inquiry Rate: \$26.26

Travel packets requested: 55,889
(T-Pak: Travel Guide and highway map)

Student packets requested: 467
(S-Pak: request for student project info)

Requests for other brochures: 780

Top 10 States & Top 5 Cities Requesting Information

<u>STATE</u>	<u>CITIES</u>	<u># OF REQUESTS</u>	<u>STATE</u>	<u>CITIES</u>	<u>#OF REQUESTS</u>
#1. California		5,232	#6. Ohio		2,415
	Los Angeles	284		Columbus	196
	San Diego	170		Cincinnati	146
	Sacramento	154		Cleveland	143
	San Jose	133		Dayton	77
	San Francisco	106		Akron	67
#2. Texas		4,379	#7. Michigan		2,265
	Houston	434		Detroit	180
	San Antonio	253		Grand Rapids	71
	Dallas	226		Flint	49
	Austin	151		Lansing	37
	Fort Worth	137		Saginaw	34
#3. New York		2,639	#8. Florida		2,089
	Brooklyn	312		Jacksonville	108
	New York City	198		Miami	103
	Bronx	168		Tampa	92
	Rochester	81		Orlando	87
	Buffalo	67		Pensacola	40
#4. Illinois		2,595	#9. Pennsylvania		1,912
	Chicago	463		Philadelphia	275
	Rockford	53		Pittsburgh	79
	Peoria	49		Erie	35
	Naperville	41		Reading	31
	Springfield	32		Lancaster	26
#5. Nebraska		2,582	#10. Wisconsin		1,722
	Omaha	662		Milwaukee	174
	Lincoln	362		Madison	75
	Bellevue	70		Kenosha	39
	Grand Island	64		Green Bay	36
	Columbus	64		Oshkosh	32

Surrounding States Requests

State	# of Requests
Colorado	897
Iowa	1,203
Kansas	985
Missouri	1,589
South Dakota	251
Wyoming	118

Non Domestic Requests

Country	# Requested
Canada	413
Other Countries	33

Top 5 Brochures Requested (other than T-Pak or S-Pak)

Brochure	# Requested
State Parks	111
Omaha	74
Museums/History	51
Western NE	41
Highway Map	40